



# CALIFORNIA CENSUS CHALLENGE

## FINAL REPORT\*

### SUMMARY:

California is the largest and hardest to count state in the nation. The nine-week competition, hosted by the California Secretary of State, aimed to increase 2020 Census self-response rates across the state. The highest and most improved Census self-response rates were tracked in all of California's 482 cities and 58 counties to create a friendly competition and to determine the champions.

**INITIAL SELF-RESPONSE RATE: 65.0%**  
**FINAL SELF-RESPONSE RATE: 69.6%**

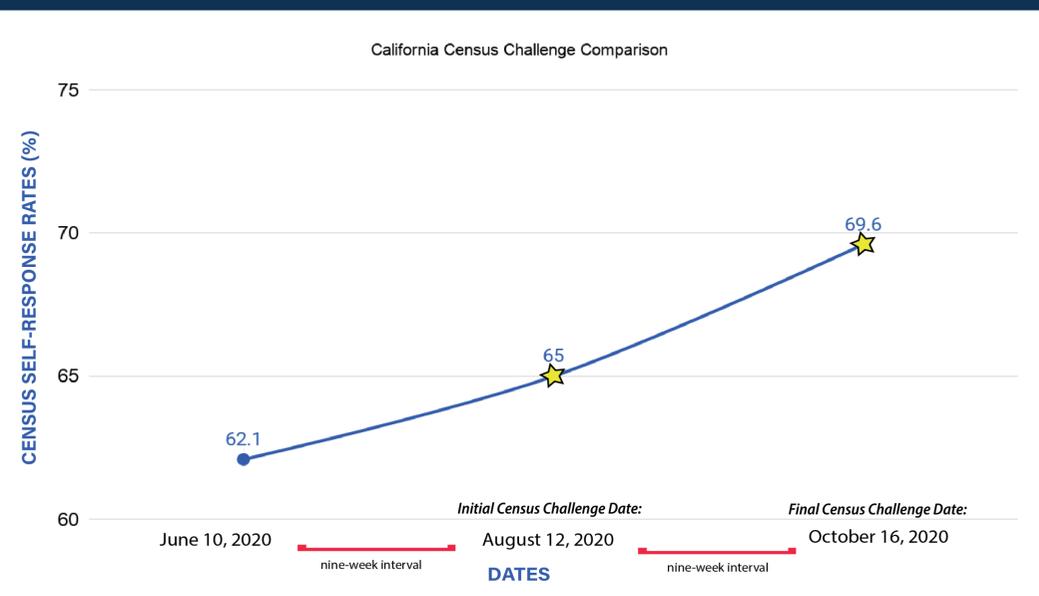
**+ 4.60%**  
 SELF-RESPONSE RATE STATEWIDE INCREASE

**CALIFORNIA MOVED UP 6 RANKS IN NATIONWIDE SELF-RESPONSE RATES**

**#22 → #16\*\***

### PERFORMANCE COMPARISON:

The Census Challenge was one of many outreach efforts to get Californians counted in the 2020 Census. The graph (below) shows how the nine-week, Census Challenge performed in comparison to the nine-week interval before.



June 10 - August, 12, 2020 (nine-week interval before):

- Census self-response rate increase during the nine-week interval was **4.67%**

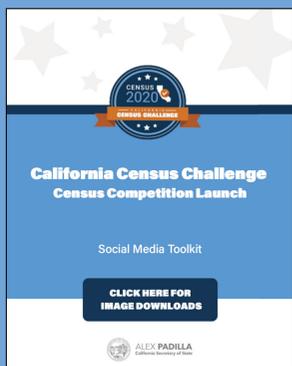
August 12 - October 16, 2020 (Census Challenge):

- Census self-response rate increase during the nine-week, Census Challenge interval was **7.08%**

**MORE THAN A 50% IMPROVEMENT IN THE PERCENT CHANGE OF THE CALIFORNIA SELF-RESPONSE RATE WAS ACHIEVED THROUGHOUT THE COMPETITION COMPARED TO THE NINE-WEEK INTERVAL BEFORE IT STARTED.**

SOURCE: U.S. CENSUS BUREAU

### DIGITAL ENGAGEMENT



#### SOCIAL MEDIA TOOLKIT

Shared with hundreds of organizations across the state, such as:

- community leaders
- government officials
- cities and counties
- constitutional officers
- higher education institutions



#### CENSUS CHALLENGE WEBPAGE

Webpage featured on the Secretary of State's website and was updated with current rankings on a weekly basis throughout the Challenge.

Visit [CensusChallenge.sos.ca.gov](http://CensusChallenge.sos.ca.gov) to view our page.



### CHAMPIONS

MOST IMPROVED SELF-RESPONSE RATE CATEGORY	HIGHEST SELF-RESPONSE RATE CATEGORY
<b>TIER 1<sup>†</sup></b>	
<b>CITY</b> VERNON +14.30%	<b>CITY</b> MONTE SERENO 82.4%
<b>COUNTY</b> GLENN +5.00%	<b>COUNTY</b> SUTTER 71.7%
<b>TIER 2<sup>††</sup></b>	
<b>CITY</b> HURON +9.40%	<b>CITY</b> PIEDMONT 90.0%
<b>COUNTY</b> KINGS +5.00%	<b>COUNTY</b> MARIN 76.3%
<b>TIER 3<sup>†††</sup></b>	
<b>CITY</b> PERRIS +6.70%	<b>CITY</b> YORBA LINDA 84.6% MISSION VIEJO 84.6%
<b>COUNTY</b> SAN JOAQUIN +5.30%	<b>COUNTY</b> SAN MATEO 78.6%

<sup>†</sup> City population size of under 5,000  
<sup>††</sup> County population size of under 100,000

<sup>†††</sup> City population size of 5,000-50,000  
<sup>††††</sup> County population size of 100,000-500,000  
<sup>†††††</sup> City population size of over 50,000  
<sup>††††††</sup> County population size of over 500,000

### SOCIAL MEDIA

- Weekly emails to hundreds of organizations were sent that contained shareable digital collateral and updates.
- Weekly social media posts on Facebook, Twitter, and Instagram. Social media engagement was tracked through the consistent likes, comments and shares of the city and county ranking infographics posted across all three platforms. The Secretary of State has over 16,000 followers on Twitter alone.

\*As of October 27, 2020

\*\*U.S. Census Bureau Tableau software ranks California as 16th, in a tie, with the 15th highest self-response rate nationally



**ALEX PADILLA**  
 California Secretary of State